Zone Analysis Program (ZAP)
Cycle G
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Introduction

What is ZAP?

The United States Postal Service (USPS) Zone Analysis Program was developed to assist publishers and postal personnel in verifying that the zones are properly assigned to Periodicals mail based on the USPS National Zone Chart Matrix. Complete zone analysis verification is performed at least once a year for each publication. The office serving the publisher's original entry or additional entry office performs this verification. Zone information is provided as part of the documentation in a standardized format, or via a mail.dat input.

ZAP also has the capability to verify the correct zone allocation of *mailed periodicals, i*ncluding *the option of identification* as In-County or Out of County. *ZAP also verifies which software produces hard copy documentation for the mailing.*

ZAP Program Levels of Approval

Level 1: This process is performed by the National Customer Support Center (NCSC), BMA Certification Department, located in Memphis, TN. The software developer must submit test software electronically to the NCSC for verification of proper zone assignment and that the USPS electronic data (zone charts) is the key source being utilized.

- ♦ Must use current PAVE-certified presort software product.
- ♦ Must use the current USPS national zone chart matrix in determining the zone for each piece of mail.
- ♦ Postage statement facsimiles must be generated from the either the PAVE-certified software or via mail.dat files.
- ♦ USPS Qualification Reports and PS Form 3541, must reflect Zone Analysis Program (ZAP) approved status and the effective date of the zone chart matrix.
- ♦ ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at http://ribbs.usps.gov.
- ♦ If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.
- ♦ Publishers using ZAP approved software, must attest to this with each mailing, by the signing of the PS Form 3541.

Level 2(A): This process is performed by the NCSC where the software is tested and verified for proper zone assignment and that the USPS zone chart matrix is the key source utilized. This process also checks hard copy output.

- ♦ The developer's software must either produce a Mail.dat file or processes a USPS Universal File Format test file, to participate in ZAP testing.
- ♦ The software must use the current USPS national zone chart matrix in determining the zone for each piece of mail.
- ♦ Publisher(s) must use computer generated software and corresponding computer generated postage statements to assign correct zone information.
- ♦ USPS Qualification Reports and PS Form 3541, must reflect Zone Analysis Program (ZAP) approved status and the date of the zone chart matrix.
- ♦ ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at http://ribbs.usps.gov
- ♦ If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.
- ♦ Publishers using ZAP approved software, must attest to this with each mailing, by the signing of the PS Form 3541.

Level 2(B): This process is performed by the NCSC where the software is tested and verified for proper zone assignment and that the USPS zone chart matrix is the key source utilized. This process has no hard copy output.

- The developer's software must either produce a Mail.dat file or processes a USPS Universal File Format test file, to participate in ZAP testing.
- The software must use the current USPS national zone chart matrix.
- Publisher(s) must use computer generated software to assign correct zone information.
- The publisher must present the mailing information to the USPS in a format readable by the USPS at the time of mailing.
- ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at http://ribbs.usps.gov
- If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.

Level 3:

- Publisher – As required with most mailings, publishers using software that is not approved by the NCSC must submit standardized documentation with each mailing. In addition, publishers must submit a detailed zone listing when requested in advance by the USPS. Standardized documentation and the detailed zone listing enable the postmaster to verify that the software accurately assigned zone information.

- Postmaster/Designee - of the entry office (any office where the mail is entered for acceptance and is paid) must annually perform a zone analysis on each publication entered at the office that does not requirements of level 1 or 2 above (PAVE Certified/ZAP-Approved) .

- Procedure: The reviewing Post Office will manually verify and compare the publisher's 3-digit zone allocation on the detailed zone listing against the US Postal Service's current zone information and als compare the summary zone listing against the postage statement(s).

- Postmaster/Designee - of the entry office (any office where the mail is entered for acceptance and is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.

- Procedure: The reviewing Post Office will manually verify and compare publisher's mailing/address listing to determine zones and compare and total this zone information against postage statement(s).

It is important to note that the verification procedures performed by Post Office personnel for both levels 3 and 4 are to be conducted after the selected Periodicals mailing is accepted.

Level 4

Option 1
- Publisher – Submits standardized documentation and a detailed zone listing not created by a software program. This documentation may be handwritten.
- Postmaster/Designee - of the entry office (any office where the mail is entered for acceptance and postage is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.
- **Procedure**: The reviewing Post Office will manually verify and compare the publisher's 3-digit zone allocation on the detailed zone listing against the current US Postal Service's current zone information and also compare the summary zone listing against the postage statement(s).

Option 2
-Publisher – Submits the entire mailing/address list for the issue verified in ZIP Code sequence.
-Postmaster/Designee - of the entry office (any office where the mail is entered for acceptance and postage is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.
- Procedure: The reviewing Post Office will manually verify and compare publisher's mailing/address listing to determine zones and compare and total this zone information against postage statement(s).

It is important to note that the verification procedures performed by Post Office personnel for both levels 3 and 4 are to be conducted after the selected Periodicals mailing is accepted.

ZAP

Company Name:	ANCHOR SOFTWARE, LLC	Developer For:	Retail
Product Name:	MAX PRESORT	Product Version:	5.01
Sales Contact :	GEORGE CORTES		

Address: 730 E PARK BLVD STE 104   City: PLANO   State: TX   ZIP+4 75074-

Phone: (972) 881-2424   Extension: Fax:

Email: GCORTES@ANCHORCOMPUTERSOFTWARE.   Web address: WWW.ANCHORCOMPUTERSOFTWARE.COM

Options Supported

☑ ZAP Approved   Level: 1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☑ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 1/1/2004

Expiration Date: 12/31/2004

ZAP

Company Name:	BCC SOFTWARE, INC.	Developer For:	Retail
Product Name:	MAIL MANAGER 2010	Product Version:	2.04
Sales Contact :	JOHN SUCESE		

Address: 75 JOSONS DR   City: ROCHESTER   State: NY   ZIP+4 14623-3494

Phone: (800) 453-3130   Extension: Fax:

Email: SALES@BCCSOFTWARE.COM   Web address: WWW.BCCSOFTWARE.COM

Options Supported

☑ ZAP Approved   Level: 1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☑ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 1/1/2004

Expiration Date: 12/31/2004

ZAP

Company Name:	BCC SOFTWARE, INC.	Developer For:	Retail
Product Name:	MAIL MANAGER 2010	Product Version:	2.05
Sales Contact :	JOHN SUCESE		

Address: 75 JOSONS DR   City: ROCHESTER   State: NY   ZIP+4 14623-3494

Phone: (800) 453-3130   Extension: Fax:

Email: SALES@BCCSOFTWARE.COM   Web address: WWW.BCCSOFTWARE.COM

Options Supported

☑ ZAP Approved   Level: 1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☑ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 12/2/2004

Expiration Date: 12/31/2005

ZAP

Company Name:	BCC SOFTWARE, INC.	Developer For:	Retail
Product Name:	MAIL MANAGER 2010 LE	Product Version:	2.04
Sales Contact :	JOHN SUCESE		

Address: 75 JOSONS DR   City: ROCHESTER   State: NY   ZIP+4 14623-3494

Phone: (800) 453-3130   Extension: Fax:

Email: SALES@BCCSOFTWARE.COM   Web address: WWW.BCCSOFTWARE.COM

Options Supported

☑ ZAP Approved   Level: 1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☑ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 12/7/2004

Expiration Date: 12/31/2004

ZAP

Company Name:	BCC SOFTWARE, INC.	Developer For:	Retail
Product Name:	MAIL MANAGER 2010 LE	Product Version:	2.05
Sales Contact :	JOHN SUCESE		

Address: 75 JOSONS DR   City: ROCHESTER   State: NY   ZIP+4 14623-3494

Phone: (800) 453-3130   Extension: Fax:

Email: SALES@BCCSOFTWARE.COM   Web address: WWW.BCCSOFTWARE.COM

Options Supported

☑ ZAP Approved   Level: 1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☑ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 12/7/2004

Expiration Date: 12/31/2005

ZAP

Company Name:	FIRSTLOGIC	Developer For:	Retail
Product Name:	POSTALSOFT BUSINESS EDITION	Product Version:	7.51c
Sales Contact :	INFORMATION CENTER		
Address:	100 HARBORVIEW PLAZA	City: LA CROSSE	State: WI ZIP+4 54601-4071
Phone: (888) 215-6442	Extension:	Fax:	
Email: INFORMATION@FIRSTLOGIC.COM		Web address: WWW.FIRSTLOGIC.COM	

Options Supported

☑ ZAP Approved   Level: 1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☐ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 11/17/2004

Expiration Date: 12/31/2005

ZAP

Company Name:	FIRSTLOGIC	Developer For:	Retail
Product Name:	POSTALSOFT DESKTOP MAILER	Product Version:	7.51c
Sales Contact :	INFORMATION CENTER		

Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071

Phone: (888) 215-6442 Extension: Fax:

Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM

Options Supported

☑ ZAP Approved Level: 1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☐ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 11/23/2004

Expiration Date: 12/31/2005

ZAP

Company Name:	FIRSTLOGIC	Developer For:	Retail
Product Name:	POSTALSOFT PRESORT	Product Version:	7.51c
Sales Contact :	INFORMATION CENTER		

Address: 100 HARBORVIEW PLAZA   City: LA CROSSE   State: WI   ZIP+4 54601-4071

Phone: (888) 215-6442   Extension: Fax:

Email: INFORMATION@FIRSTLOGIC.COM   Web address: WWW.FIRSTLOGIC.COM

Options Supported

☑ ZAP Approved   Level: 1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☐ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 11/8/2004

Expiration Date: 12/31/2005

ZAP

Company Name:	INTERLINK, INC.	Developer For:	Retail
Product Name:	ISE	Product Version:	1.1.0.G
Sales Contact :	JACKIE KANTOWSKI		

Address: PO BOX 207　　　　　　　　　City: BERRIEN SPRINGS　　　　　State: MI　　ZIP+4 49103-0207

Phone: (269) 473-3103　　　Extension:　　　　Fax: (269) 473-1190

Email: JACKIE@TOTALCIRCULATION.COM　　Web address: WWW.TOTALCIRCULATION.COM

Options Supported

☑ ZAP Approved　　　　　Level:　　1

☑ Periodicals - In-County Rates

Postage Statement Facsimiles

☑ PS Form 3541

☐ PS Form 3541-A

☐ PS Form 3541-M

Date Certified: 12/8/2004

Expiration Date: 12/31/2005